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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

May 5, 1945

No. 109

AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . April 27, the House completed Congressional action on a bill to continue the Selective Training and Service Act (the bill will now go to the President). April 30, the Senate completed Congressional action on the agricultural appropriation bill; the House passed the bill providing for United States membership in the Food and Agriculture Organization. May 1, the special house committee to investigate food shortages submitted its report; the House Agriculture Committee reported a bill to authorize additional appropriations for extension work (the Senate has passed a similar bill). May 2, the House Banking and Currency Committee reported a bill (already passed by the Senate) to continue flour, meat, and butter subsidies. May 3, the President vetoed the Flannagan bill clarifying the Tydings amendment regarding farm labor deferments, and the House sustained the veto; the Senate Agriculture and Forestry Committee reported the Lucas bill authorizing post-war loans by REA and containing the Shipstead amendment to make REA independent.

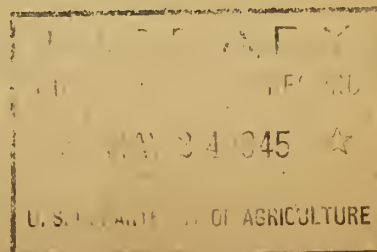
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AGRICULTURAL WAGE STABILIZATION. . . . Since it is to the vital interest of every farm worker and employer of agricultural labor to be informed about the WFA's farm wage and salary stabilization program, a rather comprehensive question and answer leaflet on the subject has been prepared. It is an 8-page multilith job and should be helpful to Department representatives and others in presenting facts to farmers and farm workers about the wage program. Some typical questions are: Who is considered an agricultural laborer for purposes of wage stabilization?; For what reasons may increases in salary or wage payment be made with the approval of the Administrator?; What are specific wage ceilings and how are they set up?; What has been the experience with wage ceilings so far? Single copies of this piece can be obtained upon request to the Office of Information.

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SUPPLIES FOR NORTHWEST EUROPE. . . . A report on the civilian supply situation for liberated areas of Northwest Europe has been submitted to President Truman by Samuel I. Rosenman who has recently completed a mission to these areas. The report points out that the immediate and long-range economic situations of these liberated countries are extremely serious. "Except in the rural, food-raising areas, a dangerously low level of nutrition generally exists. . . . a chaotic and hungry Europe is not fertile ground in which stable, democratic and friendly governments can be reared." A fact sheet based on the report has been prepared for field distribution giving background information for general educational use in all media.

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"FOREST FIRE FIGHTING IN THE SOUTH," a movie scheduled for release next week, was made because of the many war industries located in wooded areas of the south. It depicts the training of men in the use of tools and power equipment and the organization of crews for efficient forest fire suppression duties. It is a 16 mm., Kodachrome film of 5 reels and will be distributed through the Department's film depositories.

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SECRETARY WICKARD testified before the Committee on Irrigation and Reclamation on May 4, relative to H. R. 520. He spoke in favor of section 1 of this bill which would give veterans a prior opportunity to occupy new farms to be created by federal irrigation projects. "Our interest in section 1," he said, "is particularly keen because the Department of Agriculture has been given certain responsibilities in the tremendous job of helping returning veterans find useful places in agriculture.

"This is no easy task, for there are several times as many returning veterans, workers from war industries and maturing rural youth who will be seeking opportunities in agriculture as there are farms that can be made available in the immediate post-war period. If, therefore, we are to accommodate returning veterans in agriculture, we certainly must accord them priority in taking up farms that are to be developed through Federal programs."

With reference to section 2 of H. R. 520, which authorizes the Secretary of the Interior to undertake the agricultural development of any projects constructed, operated, or maintained by the Bureau of Reclamation, the Secretary said this "would have a far-reaching effect upon national agricultural policies and programs for it would start to break apart the traditional pattern and present logical assignment of federal agricultural functions to the Department of Agriculture."

"The Department of Agriculture, through its various experienced agencies, is already fitted to handle the various phases of the agricultural job involved. It has qualified and experienced personnel, many of whom are already so situated as to serve existing and proposed projects as they also serve other parts of the western States and the Nation. The Department personnel has a long background of experience in dealing with such agricultural work. The Department of Agriculture is prepared to help farmers and ranchers who are already there to adjust themselves to the new conditions which would be developed with irrigation and is qualified to take on the job of settlement and of furnishing assistance to farmers in establishing themselves on previously nonirrigated lands when irrigation works are completed and water is delivered to new lands."

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A CONCERTED DRIVE TO PRODUCE MORE LEGUME AND GRASS SEED in 1945 is under way. Some of the materials being prepared or already completed by Triple-A to help put this program across are as follows: an over-all information source leaflet; a full-page rotogravure for use in about 35 Sunday features; a 3-column illustrated feature for Western Newspaper Union, which goes to 3,000 weekly papers; special stories--one for Bankers Magazine and another for the May issue of Country Gentleman; a 3-color poster for general use; a single sheet, illustrated mat feature for each of the three important seed crops plus one of an over-all nature; a series of six advertising copy layouts for local papers, banks, and other businesses in seed growing areas; a small single-sheet envelope stuffer for each of the three main legume seed crops for use by wholesale and retail seed dealers, state and county AAA offices, extension offices and others in seed producing areas; materials and suggestions direct to radio stations and for use in preparation of radio material; and weekly items in Farm War News to keep AAA's State, County and community committeemen informed.

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"HIGH LINES TO FREEDOM," an REA movie showing the benefits of electricity to farm families, is in the making. A Department camera crew is now taking pictures in Tennessee, the scene of part of the story.

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THE FARM ECONOMIC STABILIZATION PROGRAM is scheduled to receive full cooperation from agricultural publications during the 6-month period beginning with July. Ninety-four farm papers and journals located in 33 States have agreed to use a series of ads on the subject urging farmers to avoid speculation, particularly in land at inflationary prices, and to build up reserves in the form of war bonds and other sound savings for post-war purchases. The combined circulation of the publications that have agreed to cooperate is upward of 12 million. Included are some of the largest national circulation farm magazines, farm organization publications, and journals on specific crops and livestock. These facts are based on a tabulation of the first orders received by the Agricultural Publishers Association which is doing the promotional job. The USDA is supplying electros of the ads which were prepared by a task force of the War Advertising Council. On the basis of this incomplete report, the message contained in each of the 6 ads ordered should reach the average farm family at least twice.

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FOOD REPORT. . . . Leo T. Crowley, Chairman of the Interagency Committee on Foreign Shipments, submitted on May 1 to Fred M. Vinson, Director of the Office of War Mobilization and Reconversion, a report of the Interagency Committee's first survey of the food problem. This committee consists of representatives of the Army, Navy, FEA, WFA, WPB, WSA, and the State Department, and is charged with the responsibility of establishing the quantity of United States supplies that can be made available for export. This 9-page mimeographed report covers these subjects: Demands in the United States food supply in 1945; military needs; needs of Europe; United States civilian demands; sugar needs and consumption; fats and oils, and civilian meat consumption. Copies are available from the Office of Information.

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USDA RELEASES OF SPECIAL IMPORTANCE. . . . Details of 1945 barley price program--758
Argentine expects small cotton crop--763;
WFA takes steps to encourage use of apples--767; World supply and distribution--
joint report of U. S., U.K., and Canada--778; War food order violation draws fines
totaling \$20,000--787; Statement by Wickard before Committee on Irrigation and
Reclamation relative to H. R. 520--799.

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OTHER RELEASES OF AGRICULTURAL INTEREST. . . . Ceiling prices for fresh straw-
berries increased--OPA-5523; Cotton
warehousemen required to stand only one-half of the cost of fire insurance--OPA-T-
3178; May and June quota percentages announced for class 2 slaughterers--OPA-5532;
Ceiling prices established for watermelons grown in 1945--OPA-5531; Reduction in
sugar rations announced--NB-3155; "Disaster" increases in ceiling prices for Florida-
grown eggplant, snap beans and sweet peppers--OPA-T-3185; Jewel peaches removed from
price control--OPA-5530; Urgent appeal to take care of tractor and farm implement
tires--WPB-7827; May tire quotas announced--OPA-5511; Actions pertaining to indus-
trial use of rationed foods by veterans--OPA-5537.

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The CONSUMER TIME show on May 12 will feature Dr. William Mann, director of the Washington Zoo, who will give suggestions for feeding dogs and other pets when meat and canned dog food is hard to get. The show originally scheduled for May 5 was changed in order to hear delegates at the San Francisco conference from Russia, Norway, England, and the Philippines discuss the food situation in their countries.

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KIWANIS CLUBS LAUNCH NATIONAL AGRICULTURAL PROGRAM. . . . On May 9, the Kiwanis Clubs will launch a national campaign "to help insure permanent prosperity of the agriculture which surrounds and in a sense supports every community in the country" at the dinner meeting of the Richmond, Indiana, Club. USDA speakers at the meeting will be Secretary Wickard, who will talk about basic farm problems; Hugh H. Bennett, Chief of Soil Conservation Service, who will discuss the relation of the community to the farm lands that surround it; and Karl Knaus, representing M. L. Wilson, Director of The Federal Extension Service.

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PLENTIFUL FOODS FOR JUNE. . . . Carrots, cabbage, potatoes, tomatoes, and onions are expected to be in plentiful supply throughout the greater part of the United States during June. Dry-mix soups, dry edible peas; soya flour, grits, and flakes; wheat flour and bread; macaroni, spaghetti, noodles; and oatmeal will be readily available. Apple butter, citrus marmalade, jellies; and grape, plum, and fig jams continue in good supply. Due to military demands or transportation problems, some temporary local shortages may occur even in these plentiful foods. It is expected that there will be an abundance of Georgia and Carolina peaches in most Eastern and Midwestern markets after mid-June, and that substantial supplies of locally produced fresh vegetables will be available in all of the leading markets.

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COUNTRY GENT TO HELP RECRUIT FARM LABOR. . . . Beginning this month and to run through the crop harvest season, the Country Gentleman has bought space in 223 Sunday newspapers in which to run labor recruitment ads. They will be run in areas when and where the need for labor is greatest. Each ad will be 4 columns by 10 inches in size, part of the copy for which will be supplied by county agents or whoever is locally responsible for farm labor recruitment. Circulation of the 223 papers totals about 32½ million and the series has a potential ad impression of about 200 million.

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RECENT USDA PUBLICATIONS. . . . Food for Growth, AWI-1, (revised January 1945), 8-page folder; Let's Talk about World Peace Organization and What It Means to Farm People, D. S. 28, 8 p.; What Farm Families Spend for Medical Care, Misc. Pub., No. 561, 18 p.

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"BLACK MARKETING". . . . Copies of this slide film, to be used in connection with meat supply meetings are available from OPA Regional Offices and OWI film libraries throughout the country. There is a mimeographed script which goes along to be used with the showing of the film.

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